

WHAT IS CLAIMED IS:

1. A marketing system for processing market
information of consumers and dealers via an electronic
5 network, comprising:

personal information registering means for
registering personal information of a consumer;

market information registering means for
registering market information about goods which the
10 consumer desires to purchase;

posting means for extracting and posting the
market information registered in said market information
registering means according to genres; and

personal information acquiring means for
15 acquiring personal information of the consumer necessary
for a dealer to access the consumer from said personal
information registering means when the market information
posted at said posting means is purchased by the dealer.

20 2. The marketing system according to claim 1,
wherein said personal information acquiring means
includes prior approval demand determining means for
determining, based on the personal information registered
in said personal information registering means, whether
25 or not prior approval of the consumer is required before
the dealer accesses the consumer, when the market
information has been purchased by the dealer, and access

confirming means for seeking approval for the dealer's
access from the consumer who registered the purchased
market information, when said prior approval demand
determining means judges that the prior approval is
required.

Sub 5
C
3. The marketing system according to claim 1,
wherein said access confirming means cancels the purchase
of the market information by the dealer when the consumer
does not approve the dealer's access.

4. The marketing system according to claim 1,
wherein the personal information registered in said
personal information registering means includes a type of
access to the consumer.

5. The marketing system according to claim 4,
wherein the type of access includes at least one of
indirect or direct electronic mail, indirect or direct
facsimile transmission, indirect or direct mail of
material, telephone call, and visit.

6. The marketing system according to claim 1,
wherein the personal information registered in said
personal information registering means includes pre-
categorized information and format-free information.

7. The marketing system according to claim 1, further comprising accounting means for charging the dealer when the dealer has purchased the market information posted at said posting means.

5

8. The marketing system according to claim 1, further comprising posting continuation confirming means for performing at regular intervals of time a process of inquiring of the consumer whether the consumer desires the market information to be continuously posted at said posting means.

9. The marketing system according to claim 1, further comprising point providing means for giving the consumer a bonus point when the consumer has registered the personal information or market information.

10. The marketing system according to claim 9, wherein said point providing means gives the consumer an extra point if the consumer purchases goods from the dealer who has purchased the market information.

Add a²
add
E2